
TERMS OF REFERENCE

Tenterden Mindfulness Group, (“TMG”)
Marketing Group, (“MG”) - Terms of Reference

A MARKETING STRATEGY

A marketing strategy contains the charity's value proposition, key brand messaging, data on target customer demographics, and other high-level elements together with the charity's overall game plan for reaching prospective consumers and turning them into customers of their products or services.

Purpose and Role of MG

The MG was borne out of a need to focus on developing the marketing activities of TMG to support the wider objectives of the charity.

MG will provide a forum for discussing marketing activities required to support the charity's objectives and feeding back proposed actions to the Operational Management Group, (“OMG”), for approval.

Terms of Reference will be reviewed on an annual basis (March 2023) to ensure they are fit for purpose

Aims and Responsibilities

The MG will have primary responsibility for proposing and planning the marketing activities of the TMG to support the agreed objectives of the charity. All proposals shall be transmitted to the OMG for approval.

This responsibility shall be achieved through the following:

- putting forward proposals on the marketing activities of the TMG to the OMG;
- identifying specific actions to support the achievement of agreed proposals;
- assigning responsibility for each action; and
- reporting to the Operational Management Group, (“OMG”), on progress against each action.

Proposals put forward by the MG must be consistent with the charitable and operational objectives of the TMG.

Membership

The MG shall consist of a minimum of 3 members and a maximum of 5 members. At least one member shall be a Trustee of TMG.

Chair role and membership will be reviewed on an annual basis (March 2023).

Management of Meetings

Meetings will be held regularly, no fewer than 4 a year and held online or face-to-face as circumstance dictate. Meetings will be scheduled at least a week before OMG and TMG Board meetings, allowing space for each meeting to feed into the other.

The Chairperson will convene the meetings and the secretary will circulate the Agenda and relevant papers normally no less than 3 working days in advance of the meetings.

The Agenda will be populated with items from previous meetings and suggested items from members of the group. Non-members may be invited to the meetings if expertise in a particular area is not available within the group and clarification or extended learning is required.

The secretary will take notes from the meetings and share information and resources via the Chairperson.

Accountability

The group is ultimately accountable to the Board of Trustees with the Trustee members ensuring adherence to the TMG Board strategic objectives.

The Chair will be responsible for presenting proposals and feedback to the OMG and then relaying decisions back to the MG.

Confidentiality and Copyright

The group will agree to abide by the Charity's confidentiality policies. Permissions will be sought from the relevant authorities should the need arise to reproduce copyrighted materials.

March 2022